

## **REMARKS/ARGUMENTS**

Claims 1-13 are pending herein. Independent claims 1 and 7 have been amended as supported in the specification at pages 10-12, for example. New independent claims 12 and 13 have been added. The content of new independent claim 12 corresponds to claims 1, 4 and 5 (as those claims existed before this Amendment) and the content of new independent claim 13 corresponds to claims 7, 9 and 10 (as those claims existed before this Amendment). Applicant respectfully submits that no new matter has been added.

Examiner Duran is thanked for courtesies extended to Applicant's representative (Joe Wilson) during a telephonic interview on August 1, 2006. The substance of that interview has been incorporated into the following remarks.

1. Claims 1-11 were rejected under §112, first paragraph. To the extent that this rejection may be applied against the amended claims, it is respectfully traversed.

Claims 1 and 7 have been amended to replace the phrase “for every combination of attributes” with “for combinations of attributes.” During the interview, Examiner Duran tentatively agreed that amending independent claims 1 and 7 in this manner would overcome all grounds of rejection under §112, first paragraph. Accordingly, Applicant respectfully requests that Examiner Duran reconsider and withdraw the rejection of independent claims 1 and 7 and dependent claims 2-6 and 8-11.

2. Claims 1-11 were rejected under §103(a) over Maggio in view of Gardenswartz. To the extent that this rejection may be applied against the amended claims, it is respectfully traversed.

Claims 1 and 7 have been amended to recite, “wherein an article information acquiring module periodically accesses predetermined information sites to acquire said content data” and “wherein said content data is acquired by periodically accessing

predetermined information sites," respectively. During the interview, Examiner Duran tentatively agreed that this feature is not present in the cited prior art references. Accordingly, Applicant respectfully requests that Examiner Duran reconsider and withdraw the rejection of independent claims 1 and 7 and dependent claims 2-6 and 8-11.

Applicant asserts that new claims 12 and 13 are also distinguishable from the cited references, because neither cited reference discloses a system or method that acquires article information on the basis of an applicant's registered attributes, creates data content for an applicant on the basis of an applicant's registered attributes, and sends an e-mail to the applicant's registered e-mail address containing relevant data content (acquired article information).

For at least the forgoing reasons, Applicant respectfully submits that all pending claims herein define patentable subject matter over the art of record.

**Examiner Duran is herein requested to confirm receipt and consideration of the references cited in the Information Disclosure Statement filed August 21, 2006.**

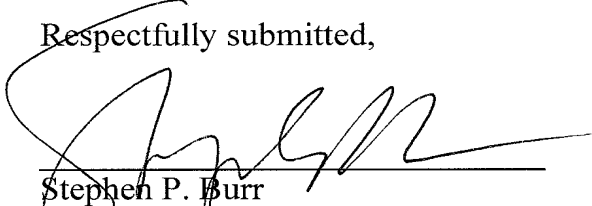
If Examiner Duran believes that contact with Applicant's attorney would be advantageous toward the disposition of this case, he is herein requested to call Applicant's attorney at the phone number noted below.

The Commissioner is hereby authorized to charge any additional fees associated with this communication or credit any overpayment to Deposit Account No. 50-1446.

November 15, 2006

Date

Respectfully submitted,



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